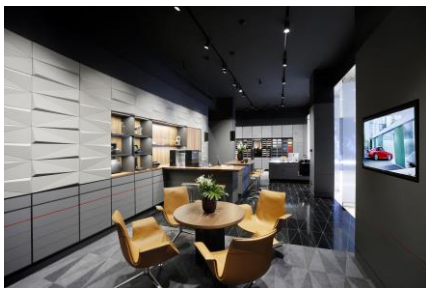


# Porsche Studio Beirut



<b>Location</b>	Beirut, Lebanon						
<b>Opening</b>	29th Jan 2018 (Press), 30th Jan 2018 (Public)						
<b>Focus</b>	Brand awareness, Lead generation, Sales, Reaching metropolitan audience						
<b>Target audience</b>	<ul style="list-style-type: none"> <li>• Porsche fans</li> <li>• Porsche owners</li> <li>• Prospects</li> <li>• Urban luxury shoppers</li> </ul>						
<b>Operator</b>	Porsche Lebanon SAL						
<b>Facility Size</b>	<table> <tr> <td>Ground Floor</td> <td>214 m<sup>2</sup></td> </tr> <tr> <td>Mezzanine Level</td> <td>95 m<sup>2</sup></td> </tr> <tr> <td>Total</td> <td>309 m<sup>2</sup></td> </tr> </table>	Ground Floor	214 m <sup>2</sup>	Mezzanine Level	95 m <sup>2</sup>	Total	309 m <sup>2</sup>
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<b>Design Concept</b>	Coordination Berlin, Germany						
<b>Display Vehicles</b>	3 cars						
<b>Offer / Services</b>	<ul style="list-style-type: none"> <li>• Trimming &amp; Exclusive Manufaktur</li> <li>• Product Consultation incl. Configuration</li> <li>• Driver's club</li> <li>• Test Drive</li> <li>• Boutique Products</li> </ul>						
<b>Personnel</b>	<ul style="list-style-type: none"> <li>• General Manager</li> <li>• Assistant to GM / HR Mgr</li> <li>• Assistant General / Sales Mgr</li> <li>• 2 Certified Sales Consultants</li> <li>• Showroom Executive</li> </ul>						



## Shopfront

A highly emotional product runway reaches out and draws the attention of passers-by into the store.

## Runway

A central stage with LED screen backdrop shows locally filmed content. This bright zone is framed by darker areas either side housing customised interaction points.

## Trimming Area

Presentation of samples and colours for vehicle configuration and personalisation with discrete consultation workstations and dual built-in screens.

## Tequipment

Extensive range of car accessories and products to enhance Porsche vehicles with retrofit options.

## Exclusive Manufaktur

Displays highly specialized materials and accessories for customer vehicles, editions and limited series supporting individualisation, craftsmanship and attention to detail.

## Heritage Library

Celebrates global and local Porsche heritage with reminders of continued years of passion and a successful brand story.

## Trending Area

A curated and regularly updated trending area celebrates key heritage, current and future themes. Consisting of a feature car, interactive touch screen, colour-adaptive feature wall and exhibition vitrine.

## Sales Suite

Private and relaxing sales environment for personal and discrete consultation.

## Driver's Club

A meeting place for the Porsche community with café counter seating, interactive showroom assistant screen and library of current product news. This area can also be used for informal sales scenarios.

## Drivers Selection

Porsche merchandising offers owners and enthusiasts Porsche brand products - clothing and personal accessories, as well as vehicle accessories.

## Porsche Design

Porsche Design display includes casual, elegant and highly functional designer sportswear and smart accessories for the global business traveler.

